The title is enclosed in a rectangular frame with a double-line border. Above the frame, a branch with oak leaves and acorns extends across the top. Below the frame, a larger branch with oak leaves and acorns extends diagonally across the middle of the page.

# THE HOUSE THAT FISH BUILT

FACTORY AND MILLS  
ELCHO, WISCONSIN.  
1914

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# THE HOUSE *that* FISH BUILT

FACTORY AND MILLS

ELCHO, WISCONSIN.



CHAS. W. FISH LUMBER CO., ELCHO, WIS.

# THE HOUSE THAT FISH BUILT



**I**T is generally conceded that there is nothing more confusing than home building to the

ordinary person who is not thoroughly familiar with the petty details of the planning, the arranging, the buying, and the building of an ordinary house. There are so many little details that tend to thoroughly confuse one, that to the ordinary individual the building of even a small house is a big undertaking. I have eliminated all of this, and you will find in carefully going over "The House That Fish Built," that the detail, so far as you are concerned, has been done away with. I have condensed this for you in figuring the various items.

After years of experience in this line of business, with the aid of master architects and men who have devoted their lives to building, I decided upon the following fifteen plans. In these plans you will see that I have combined economy, simplicity, and handy arrangement, and provided a

range of choice from the neat, attractive four-room cottage costing only \$350.00 to the commodious and elegant fourteen-room house costing \$1,500.00. Within this range anyone in ordinary circumstances can select a house suitable for city, suburb, or farm, in accord with the limitation of his purse.

I furnish you a house complete, including all of the lumber, lath and shingles, windows and doors, mill work, hardwood floors, builders' hardware, lime and plaster. This is a new departure, but you can readily realize that for those who contemplate building the scheme supplies a long felt want.

A man who figures on building, first goes to an architect and gets his plans; then to a local yard for prices on lumber; then to the hardware merchant for the hardware; then to the lime man for the cement and plaster; and when he has made the rounds his idea of what his house is ultimately going to cost is hardly clearer than that of the man in the moon. This perplexity deters a great many people from owning their own homes.

My method is this: I employ architects to draw plans, and from the original plates make hundreds of duplicates. My hardware and plaster are bought in immense quantities; my timber

# THE HOUSE THAT FISH BUILT

holdings furnish the lumber; my mills and factory manufacture it into the finished product, thus obviating additions to cost incident to handling by two or three middlemen who each exact a profit.

In buying a "House That Fish Built" there is only one handling and one profit in passing it from the stump to you. This straight-away method of becoming possessed of a house eliminates the profits of various middlemen which increase the total cost for those who undertake the construction of a house in the old conventional way. The buyer of a "House That Fish Built" gets a good house for fully forty per cent. less money than a building of similar size and character would cost under the piece-meal process of purchase and construction.

The interior finish of these houses receives careful consideration. After much thought, I decided that Southern Pine is most appropriate for a large number of the houses. Southern Pine is to-day being used more than any other wood for interior finish in moderate-priced buildings. It is a wood that takes a beautiful natural finish, or can be stained or painted to suit the owner's taste. I use Southern Pine also for the floors of the second story in all of my two-story houses. It makes an excellent floor, and when filled and either varnished or oiled takes a beautiful polish. My hardwood flooring is the best rock maple, kiln dried, bored and end matched. The design of the interior woodwork is what carpenters call "cap trim," a very attractive conception. The inside doors are all handsome yellow pine. The outside doors are all of heavy design, in accordance with the accompanying plan.

I use the famous "White Rock" pulp plaster. Each house is furnished with two coats, the second coat having a plaster of paris finish. I also use the best standard building paper throughout. Further specifications are given with each house.

You can readily see by going over this that I am furnishing the best of materials. I am putting these buildings out with an absolute guarantee. I am not experimenting; these houses and the materials for them have all been thoroughly tried. You are getting the experience of master builders,—of men with years of experience behind them,—and they are saving you money at every angle. I guarantee the materials to be just as represented in each description, and contract to furnish sufficient to construct each building. In addition, I furnish with each order, without extra charge, complete plans, blue prints, and working instructions, so that an ordinary carpenter can go right ahead and put up the building.

The prices listed in this book cover cost of transportation to any point in the State of Wisconsin. This price, given in each instance, is the cost to you, delivered at your station.

My terms are: Certified check for 25% of the price with your order; the balance to be paid upon the delivery of the car at your station, subject to your inspection.

My facilities for shipping are excellent, and ordinarily the materials are on the way within 24 hours after the receipt of the order.

You are taking absolutely no risk in ordering one of these buildings, as every contingency is covered by my guarantee, a fac-simile of which appears upon the last page of this book. If there is anything you do not thoroughly understand, or are in doubt about, after studying the propositions in this book, write to me and the information will be supplied by return mail.

As to my financial responsibility, and my ability to fill contracts, I respectfully refer you to:

State Bank of Elcho, Wis.

First National Bank, Antigo, Wis.

Langlade National Bank, Antigo, Wis.

Drovers' Deposit National Bank, Chicago, Ill.

Respectfully, CHAS. W. FISH, President,

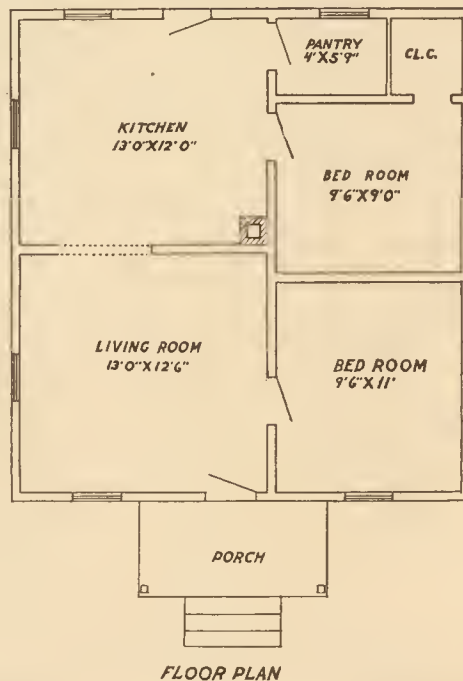
Chas. W. Fish Lumber Co.



# THE HOUSE THAT FISH BUILT



House No. 1





# THE HOUSE THAT FISH BUILT



## HOUSE No. 1

**T**HIS design illustrates a four-room cottage of bungalow pattern. The extreme simplicity and compactness of this house makes it desirable for men with small families who do not care to invest in more expensive houses.

The dimensions are 26 x 24 feet, with 9 ft. ceiling. The floor area is divided into a large living room, an ample kitchen with pantry, and two bed-rooms.

This is without doubt the roomiest and most attractive four-room cottage on the market. The large two-light windows, 24 x 26, the porch, and the massive front door, give it an attractive appearance.

The floors are of kiln dried Rock Maple, and the interior finish is Yellow Pine, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine. For the inner walls we furnish two coats of White Rock pulp plaster, the second coat being plaster of paris finish.

For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$385.00.

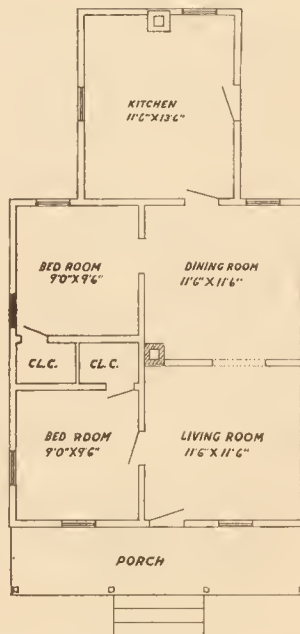




# THE HOUSE THAT FISH BUILT



House No. 2



FLOOR PLAN

# THE HOUSE THAT FISH BUILT

## HOUSE No. 2

THIS is one of our best designs. It is suitable for a small family, and is a model house for rental purposes. Realizing that a five-room house is often desired by small families, we carefully studied various five-room plans, and as a result we feel that design No. 2 can hardly be improved upon.

It will be seen from the floor plan that there is no waste in the room arrangement. The main building is 22 x 24 feet, with an ample kitchen 12 x 14 feet.

The floors throughout are Rock Maple, and the interior finish is Yellow Pine, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine. For the inner walls we furnish two coats of White Rock pulp plaster.

For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$480.00.

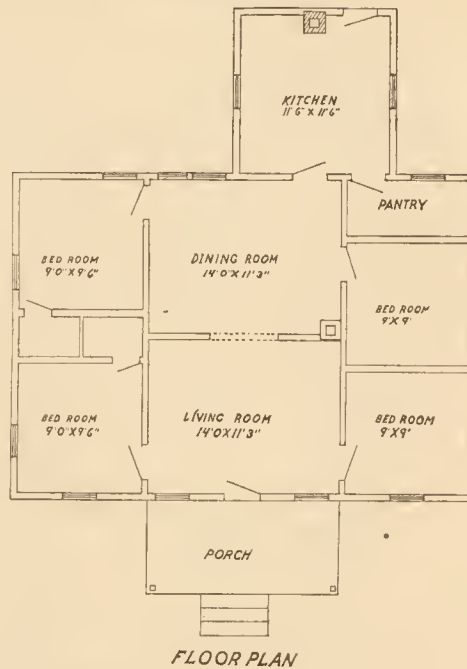




# THE HOUSE THAT FISH BUILT



House No. 3





# THE HOUSE THAT FISH BUILT



## HOUSE No. 3

**I**N presenting design No. 3, we feel that we are filling a long-felt want—a moderate-priced, seven-room cottage with a pantry, all on the ground floor.

This house is suitable for a large family, and is also desirable for investment purposes. By avoiding expensive architecture we have placed it within the reach of purchasers in moderate circumstances.

The neat porch, the attractive dormer window in the roof, the large two-light windows, and the artistic door, make it a house that will compare favorably with structures of much higher price.

This, like the other designs, is finished throughout with Rock Maple floors and Yellow Pine finish, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$590.00.

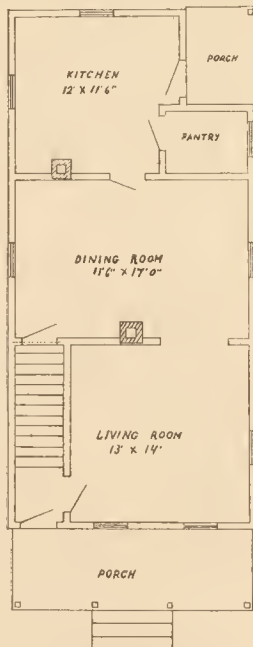




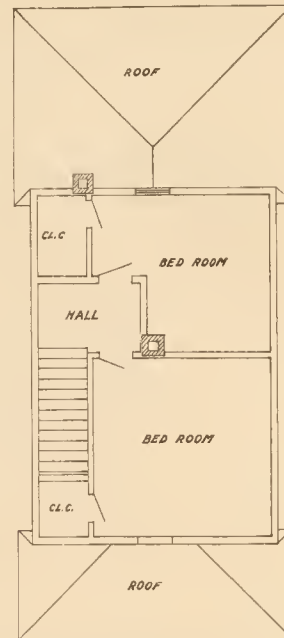
# THE HOUSE THAT FISH BUILT



House No. 4



FIRST FLOOR



SECOND FLOOR

# THE HOUSE THAT FISH BUILT

## HOUSE No. 4

THIS neat and attractive two-story cottage combines simplicity and convenience of arrangement. The floor plan shows that the first floor embraces a living room 13 x 14 feet, a dining room 12 x 18 feet, and a large kitchen and pantry. The kitchen opens onto a back porch. The second story has two large bed-rooms with clothes closets, and a spacious hall.

The neat porch and the gable ornaments make it an attractive house.

The floors of the first story are of Rock Maple, and those of the second story are finished in Yellow Pine. The interior finish is Yellow Pine throughout, and the inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster, the second coat being plaster of paris finish. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$600.00.

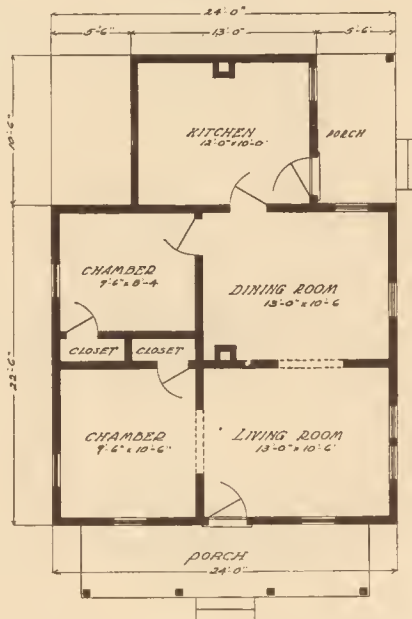




# THE HOUSE THAT FISH BUILT



House No. 5



~FLOOR PLAN~  
~SCALE 1/4"=1'-0"~



# THE HOUSE THAT FISH BUILT



## HOUSE No. 5

**D**ESIGN No. 5 is a beautiful little one-story square cottage with kitchen attached. It is our leader in one-story houses. The attached kitchen, and the dormers breaking the roof line, give it the appearance of a much higher priced house.

Note the floor arrangement: The large living and dining room connected with cased opening, the parlor and parlor bed-room similarly connected, the two bed-rooms with clothes closets. This arrangement makes it a cozy little home. The kitchen opens onto a back porch.

The dimensions of the main building are 22 x 24 feet, and those of the kitchen 10 x 13 feet.

The floors throughout are of Rock Maple and the interior finish is of Yellow Pine, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine. For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$650.00.

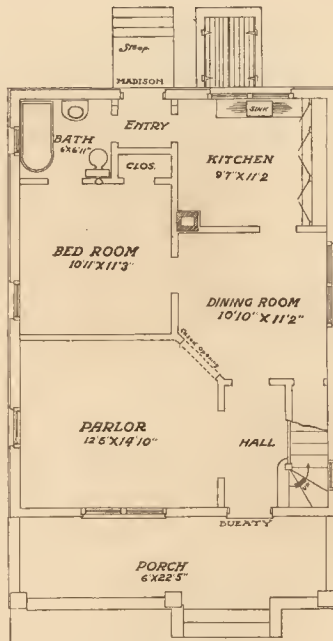




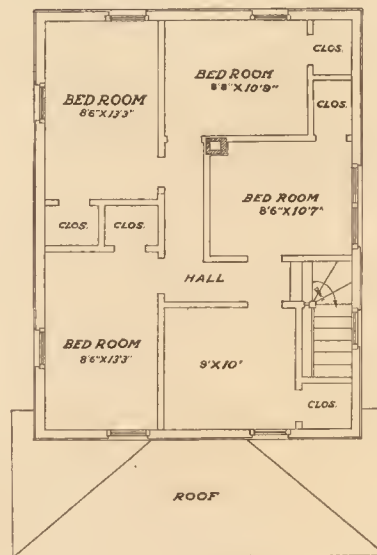
# THE HOUSE THAT FISH BUILT



House No. 6



FIRST FLOOR PLAN  
Scale 1/4" = 1'



SECOND FLOOR PLAN



# THE HOUSE THAT FISH BUILT



## HOUSE No. 6

IN design No. 6 we have a commodious, conveniently arranged two-story square house. This style of architecture will be found in the fine residential districts of cities, in the suburbs or on fine farms throughout the country. It is generally acknowledged that the arrangement of a square house is always satisfactory, and we feel that this house has been planned to the best possible advantage.

The dimensions are 32 x 24 feet, with 16 ft. studding, and the plain porch, the large windows, and the heavy massive glass door, give it an elegant appearance.

The floors of the first story are of kiln dried Rock Maple, and the floors of the second story are of Yellow Pine. The interior finish is Yellow Pine throughout, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

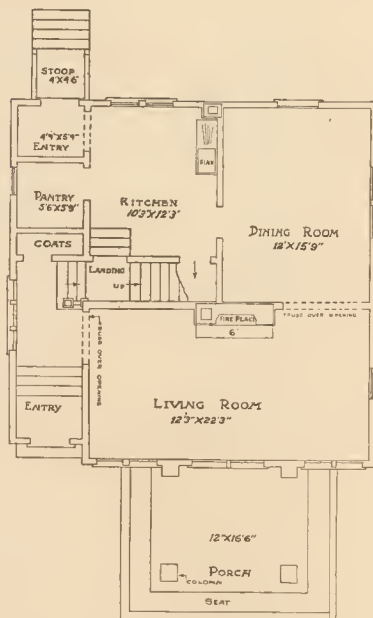
Specifications in detail are sent on request. Price complete, including all material, \$725.00.



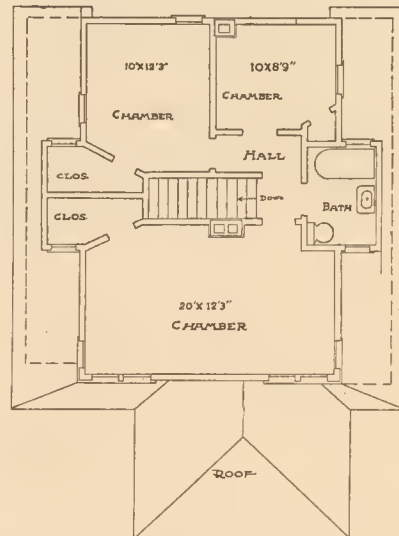
# THE HOUSE THAT FISH BUILT



House No. 7



FIRST FLOOR PLAN  
SCALE 1/4" = 1'



SECOND FLOOR PLAN  
SCALE 1/4" = 1'



# THE HOUSE THAT FISH BUILT



## HOUSE No. 7

THIS design is a two-story bungalow, very artistic and roomy. It departs somewhat from the conventional methods of architecture, but it is thoroughly practical. The entrance is on the ground line instead of over conventional steps leading to a porch. The porch is reached from a commodious living room through a double French window.

The simplicity of the exterior is observed in the interior finish and the house has distinction and exclusiveness that cannot be attained in ordinary construction except at greatly increased cost.

From the vestibule four steps lead to the stair hall, which is connected by a cased opening with a magnificent living room extending across the entire front of the house. The dimensions are 28 x 28 feet, embracing seven rooms and a bath.

The floors on the first and second story are of kiln dried Rock Maple. The interior finish is of Yellow Pine throughout, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$775.00.

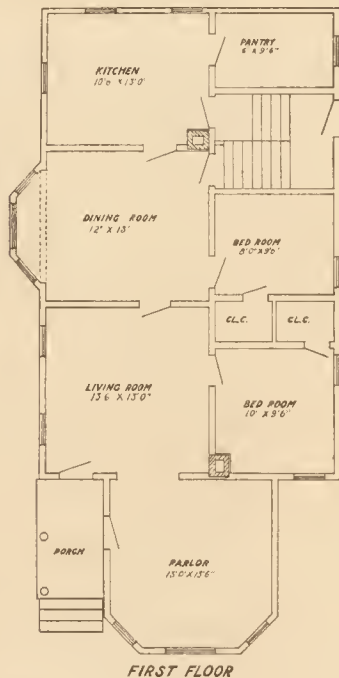




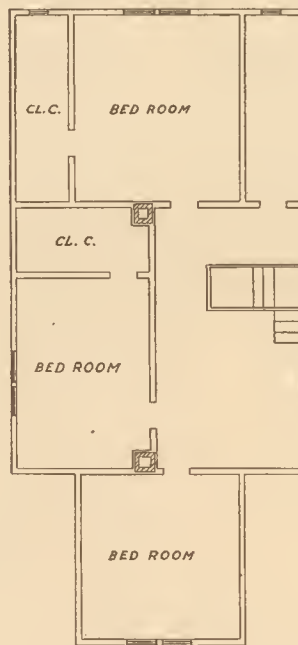
# THE HOUSE THAT FISH BUILT



House No. 8



FIRST FLOOR



SECOND FLOOR



# THE HOUSE THAT FISH BUILT



## HOUSE No. 8

THE seeker for a roomy farm house or suburban residence will look a long time before he will find anything superior to design No. 8, embracing eleven rooms.

Study of the plan of the first floor reveals a fine parlor with the corner windows, a spacious living room, a large dining room with bay window, roomy kitchen with pantry, and two bed-rooms with closets. The second floor has three large bed-rooms with closets attached, and a large hall.

The dimensions of the building are 50 x 24 feet, with 12 ft. studding. The large two-light windows, 24 x 28, and the attractive porch and bay windows, give this house a pleasing appearance.

The floors of the first story are all of kiln dried Rock Maple, and those of the second story are of Yellow Pine. The interior finish is Yellow Pine throughout, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are used, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$1,080.00.

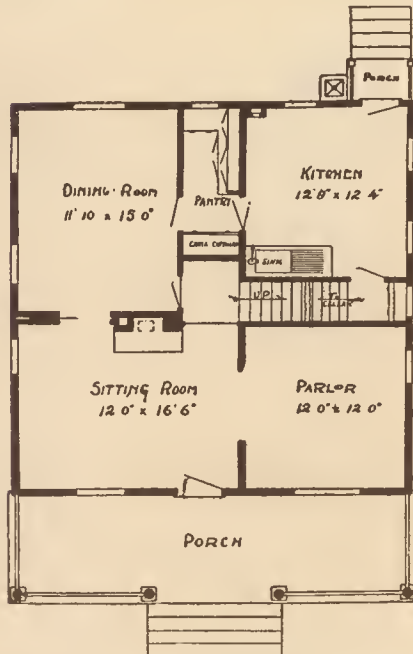




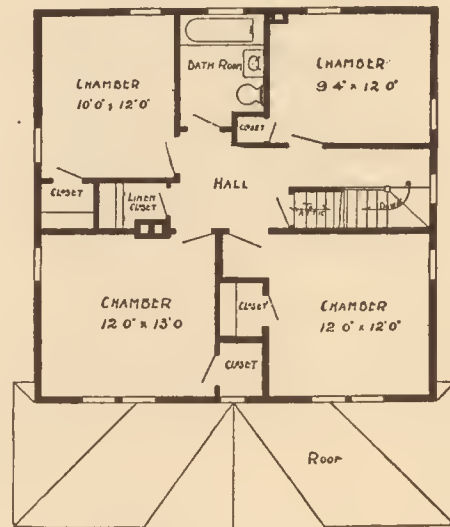
# THE HOUSE THAT FISH BUILT



House No. 9



First Floor Plan



Second Floor Plan



# THE HOUSE THAT FISH BUILT



## HOUSE No. 9

THIS pretentious modern design two-story square house hardly needs introduction. There are very few localities where it cannot be seen. It is especially suitable for city or suburban residences, and it makes a farm residence that cannot be excelled. With its handsome dormers breaking the roof line, its plain massive porch, its large front windows, it has an artistic and elegant appearance.

Study the floor plan and note the arrangement. We feel that for a moderate-priced house the utilization of the floor area cannot be improved upon. The dimensions are 30 x 28 feet.

The floors of the first story are all of kiln dried Rock Maple, and those of the second are of Yellow Pine. The interior finish is Yellow Pine throughout, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail are sent on request. Price complete, including all material, \$1,250.00.

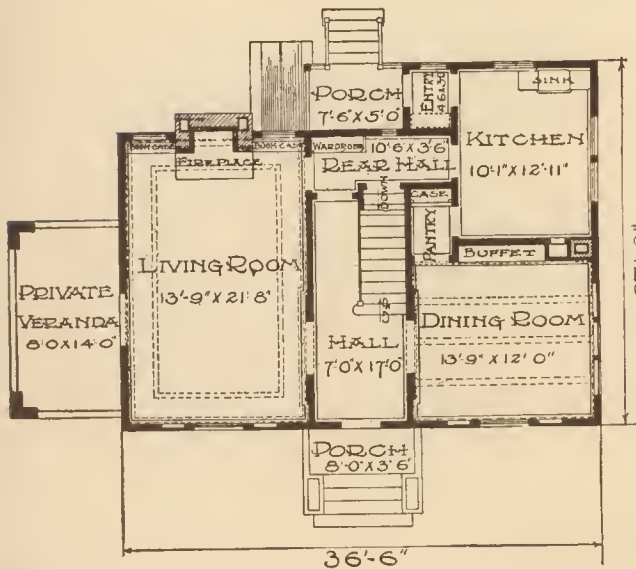




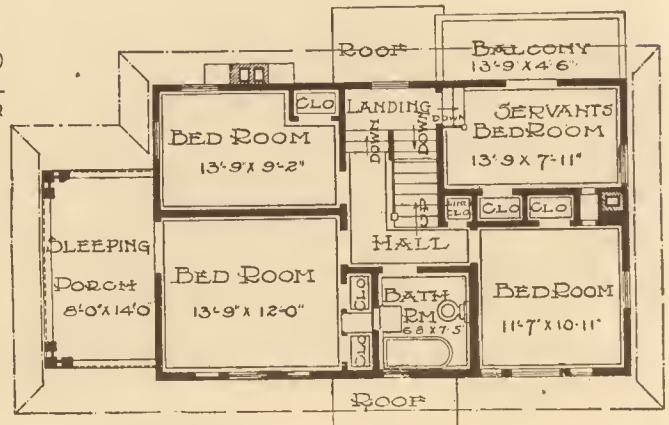
# THE HOUSE THAT FISH BUILT



House No. 10



FIRST FLOOR PLAN



SECOND FLOOR PLAN

# THE HOUSE THAT FISH BUILT

## HOUSE No. 10

THIS beautiful design for city or suburbs is the acme of the modern builder's art. With its quaint colonial architecture, plain dormer windows, exclusive private veranda and sleeping porch, the building is in a class by itself. Its beamed ceiling, its colonial fire place, its large roomy living room and spacious dining room, its four large upstairs chambers, with provisions for bath room, makes it an ideal home.

Compare our price for this beautiful home with that for others of similar design, and you will wonder how we can provide the building for the money. The dimensions are 36 x 27 feet.

The floors of the first story are of kiln dried Rock Maple, and those of the second story are finished in Yellow Pine. The interior finish is Yellow Pine throughout, in cap trim design. The inside doors are all No. 1 five cross panel of Yellow Pine.

For the inner walls we furnish two coats of White Rock pulp plaster. For the roof Star A Star shingles are provided, and for the exterior surfacing 4 inch beveled siding.

Specifications in detail sent on request. Price complete, including all material, \$1,500.00.

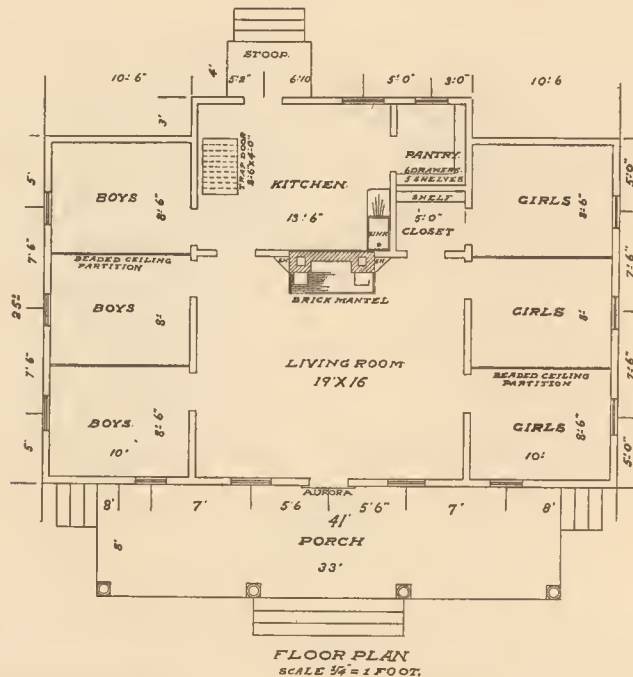




# THE HOUSE THAT FISH BUILT



Bungalow No. 1





# THE HOUSE THAT FISH BUILT



## BUNGALOW No. 1

**B**UNGALOW No. 1 is designed for a lake or water-front cottage. We have endeavored to furnish these Bungalows at a minimum expense, as very few who build summer cottages care to go to any more expense than is necessary. This bungalow has been figured with this fact in mind.

The dimensions are 41 x 30 feet. It embraces six bed-rooms, a large living room and a kitchen. The partitions are of beaded ceiling. The floors are of Rock Maple throughout. The roof, owing to the fact that bungalows or woods cottages are more or less shaded, is covered with our best three-ply rubber roofing, which is better under these conditions than shingle roofing.

We will furnish the pillars for the porch, either rustic with the bark on or the turned posts.

Price complete, including all material, \$500.00.





# THE HOUSE THAT FISH BUILT



Bungalow No. 2



# THE HOUSE THAT FISH BUILT

## BUNGALOW No. 2

THIS beautiful little summer bungalow will meet the wants of a great many who desire a cheap but artistic summer cottage. The main building is 30 x 30 feet, with the kitchen attached, and a wide porch. It has double French doors in the front and in the rear. The floors are all of Rock Maple.

With a large porch extending across the whole front and a stone fire place, this is an ideal bungalow. The three-ply rubber roofing is used, as on all the other bungalows.

Price complete, including all material, \$425.00.



## A sepia-toned photograph of a large, single-story house with a wide porch and a gabled roof. The house has multiple windows, some with flower boxes underneath, and vines climbing the exterior walls. Trees are visible in the background.

Hand-drawn architectural floor plan of the first floor of a house. The plan shows a central living room with a fireplace, surrounded by four chambers (bedrooms) and a kitchen. A porch is attached to the front. Dimensions are given in feet and inches. The plan is titled "FIRST FLOOR PLAN" and "SCALE 1/4\"/>

# THE HOUSE THAT FISH BUILT

## BUNGALOW No. 3

THIS substantial bungalow is our best building of that class. The dimensions are 44 x 24 feet. With a living room 15 x 24 feet, four large bed-rooms, a kitchen and storage facilities, this is an ideal summer cottage or hunter's lodge. The floors are all of Rock Maple.

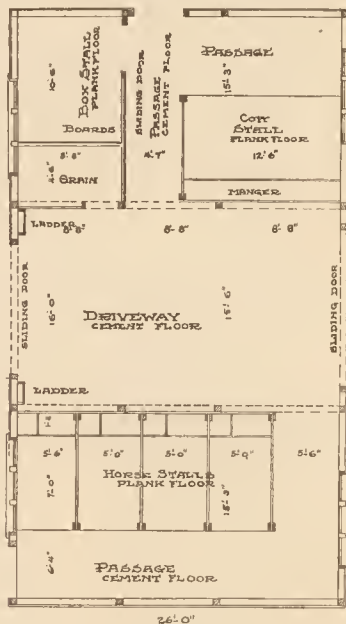
Price complete, including all materials, \$600.00.



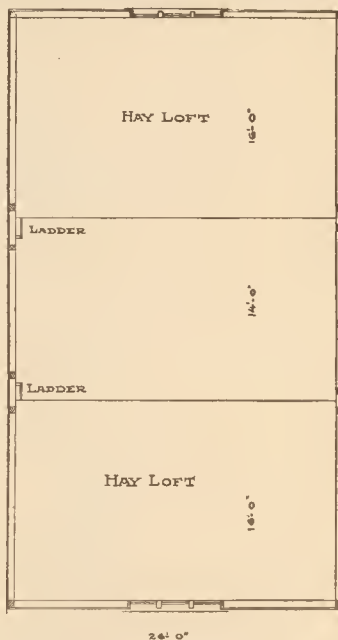
# THE HOUSE THAT FISH BUILT



Barn No. 1



FIRST FLOOR PLAN  
SCALE 1/4" = 1'-0"



SECOND FLOOR PLAN  
SCALE 1/4" = 1'-0"

# THE HOUSE THAT FISH BUILT

## BARN No. 1

THIS general utility farm barn is 26 x 46 feet in dimensions, 16 feet to the plate, with self-supporting gambrel roof which insures free operation for the hay carrier.

The floor plan shows four horse stalls, and room enough on the other side of the building for three cows, in addition to a box stall and feed room. The doors are large enough to permit entrance with a load of hay.

This barn is especially adapted for small farmers, as it will easily house the product of forty acres of land.

Price complete, including all material, \$450.00.

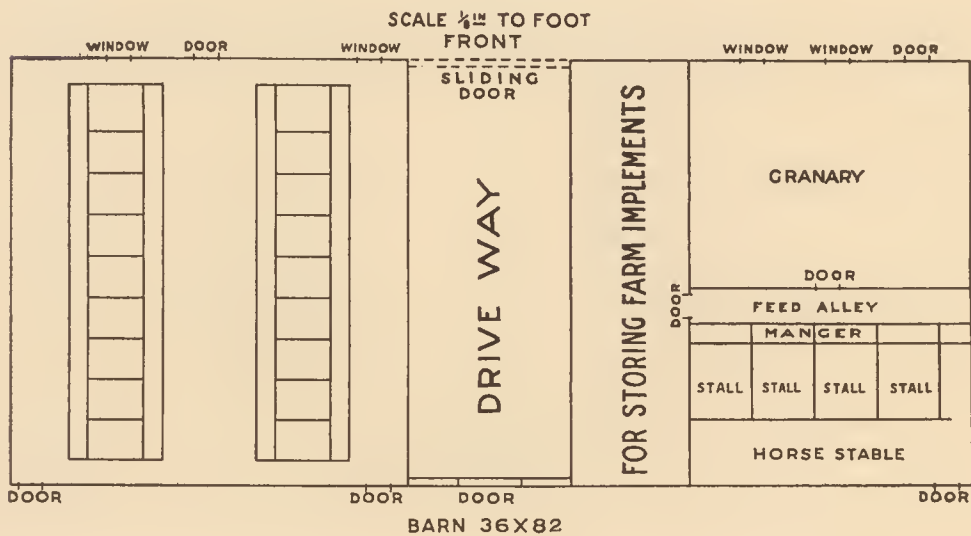




# THE HOUSE THAT FISH BUILT



Barn No. 2



# THE HOUSE THAT FISH BUILT

## BARN No. 2

THIS is our mammoth general utility farm barn, 36 x 82 feet, with balloon frame and gambrel roof, and with stable capacity for twenty head of cattle and four horses, with a large grain room and large floor space for the storing of farm implements, and with a driveway through the center. The walls are 18 feet to the plates. It is being used on the most practical and up-to-date farms in the country.

Specifications in detail are sent on request. Price complete, including all material and cement floors in the passage ways, \$1,000.00.





# THE HOUSE THAT FISH BUILT



These are the trees so tall and straight  
That are cut to supply the demand so great,  
For the lumber that goes into  
THE HOUSE THAT FISH BUILT.

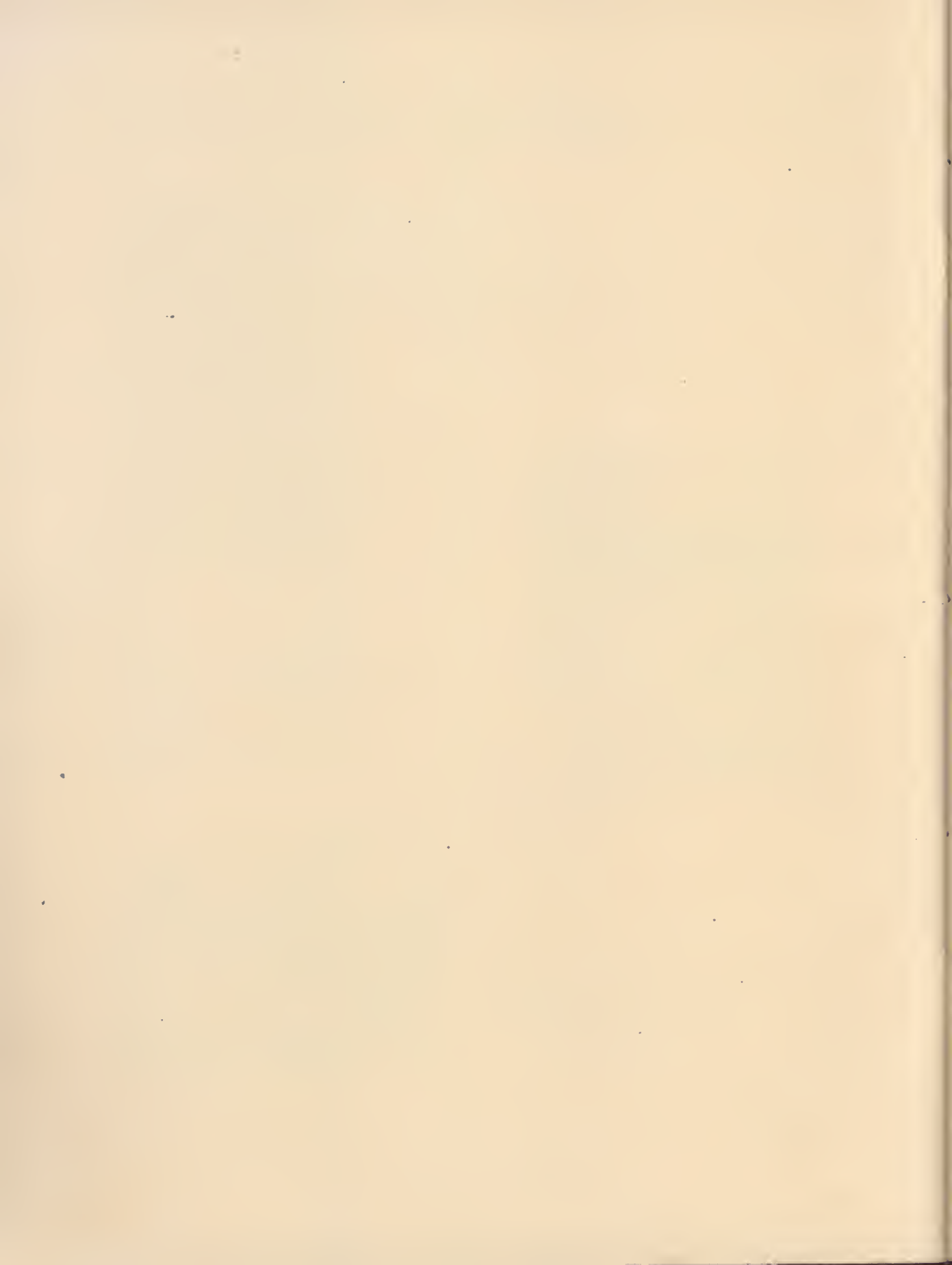


This is the camp in the forest deep,  
Where the hardy woodsmen eat and sleep;  
All day they swing their axes bright,  
And fell the trees they find just right  
For the lumber that goes into  
THE HOUSE THAT FISH BUILT.

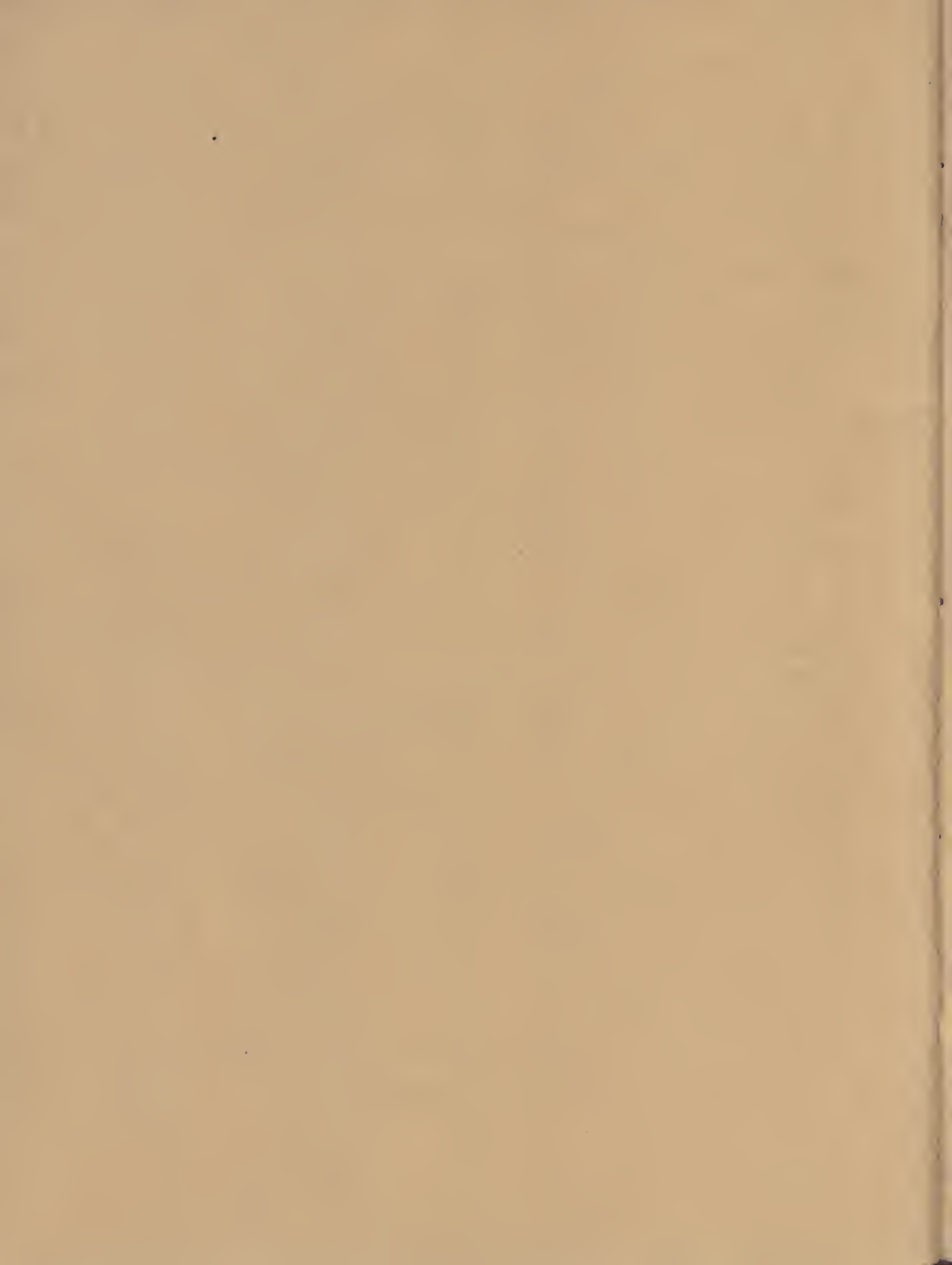


This is the Factory and Mill in the Northern  
Woods,  
That works day and night to deliver the goods;  
The logs are fed to the saws so keen,  
And are turned into lumber bright and clean,  
To go into THE HOUSE THAT  
FISH BUILT.











1500.00  
1500.00

Twenty 200 Dollars

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